IN THE SPECIFICATION:

Please amend the paragraph beginning at page 10, line 21, with the following rewritten paragraph:

The present invention also contemplates a method of inducing amnesia in an animal by the administration of a therapeutically effective amount of a PKMζ inhibitor. In preferred embodiments the PKMζ inhibitor is chelerythrine, myristolated zeta inhibitory pseudosubstrate (MZIP) peptide (myr-Ser-Ile-Tyr-Arg-Arg-Gly-Ala-Arg-Arg-Trp-Arg-Lys-Leu-OH) (SEQ ID NO:4), or dominant negative form of PKMζ such as, for example, PKMζ-K281W, or antisense to PKMζ mRNA. MZIP has an IC50 of 10-100nM for PKMζ and 10,000nM for PKC gamma and therefore is a more specific inhibitor than chelerythrine (see Fig. 5). Candidates for the induction of selective amnesia contemplated by the present invention are preferably humans having, for example, post-traumatic stress disorders and phobias.